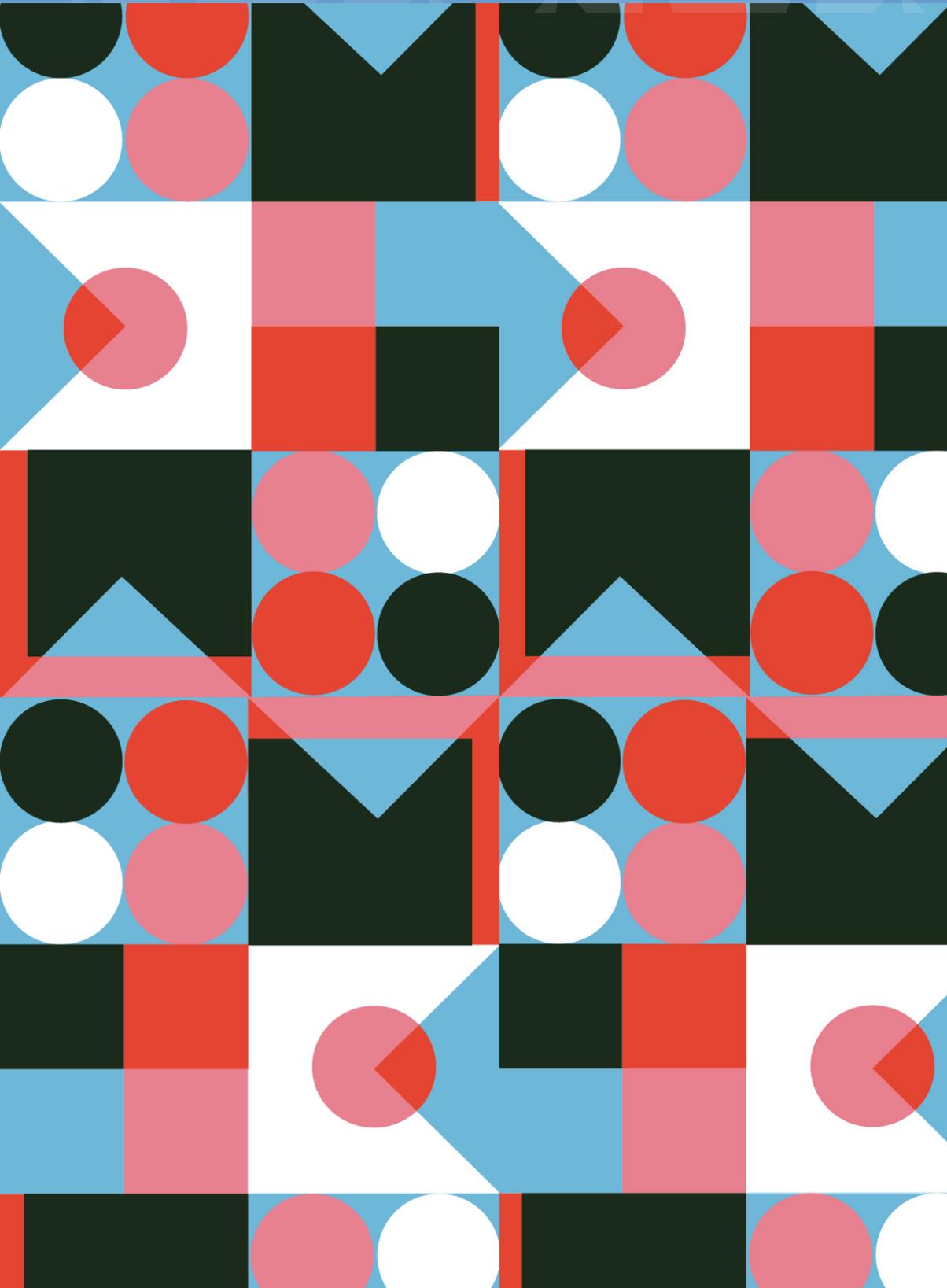




**STRATEGIC PLAN  
2023 - 2027**





## **MISSION**

Foster creativity that enhances the quality of life in Mississippi communities through statewide investment in the arts.



## **VISION**

Mississippi's cultural and artistic excellence forms the foundation of a creative & prosperous future.

## GOALS



### GOAL 1

Provide grants and other meaningful resources to nurture an environment in which the arts flourish.

### GOAL 2

Celebrate excellence in the arts while empowering communities to tell their own stories.

### GOAL 3

Maximize support and capacity for MAC's programs and initiatives.

### GOAL 4

Advocate for the Arts through collaboration at the state, regional, and federal levels.



## GOALS

---

### **GOAL 1** | **Provide grants and other meaningful resources to nurture an environment in which the arts flourish.**

#### **Strategy 1:**

- ◆ **Continue to provide Operating Grant support to non-profit arts organizations in the state, as required by the NEA.**

#### **Strategy 2:**

- ◆ **Continuously improve the grants programs by developing a better understanding of the needs of grant recipients and the challenges that new applicants face.**

#### **Tactics:**

- Annually review the grants and Artist Roster programs to make the application and selection processes more transparent and accessible for organizations and individuals.
- Clarify the purpose of the Artists Roster and develop a set of ongoing programs or benefits for those chosen.
- Develop a process that will engage constituents in providing feedback on MAC's grant application and reporting processes.
- Work to increase the MAC staff's physical presence around the state through site visits.
  - ▶ MAC staff will create a list of grantees and communities each year to be prioritized for site visits. Priority visits will include new grantees, grantees requiring additional guidance, underserved communities and other priorities identified by MAC's board or executive director.
  - ▶ Update the site visit report.
- Continue to refine the application processes and reporting requirements in order to make grants more accessible.
- Find new ways to gather feedback from applicants in order to improve accessibility and transparency.
- Develop non-electronic processes for applicants who are unable to use MAC's online grant system.
- Improve the level of ADA compliance of the MAC website so that it is fully accessible to all constituents.
- Develop and run evaluation processes for all grant programs.

**Strategy 3:**

◆ **Enhance communication with artists and arts organizations.**

**Tactics:**

- Research the effectiveness of the “Meet the MAC” outreach program, which provides information on MAC’s programs at the community level.
- Produce the Mississippi Folklife publication and the Mississippi Folklife Directory as ongoing projects of the Folk & Traditional Arts program.

**Strategy 4:**

◆ **Strengthen the professional development opportunities offered for artists and arts organizations.**

**Tactics:**

- Continue current annual training opportunities, including the Teaching Artists Collaborative, Statewide Arts Conference, “Ask a Professional” series, Mississippi Whole Schools, and others, as appropriate.
- Continue to utilize staff research methods to identify topics for training sessions.
- Develop and publish an annual schedule of training opportunities for various parts of MAC’s constituency.

**Strategy 5:**

◆ **Grow Mississippi Whole Schools program to promote and support the arts as an integral part of K-12 public education.**

**Tactics:**

- Follow mission, strategies, tactics, and metrics as outlined in the Whole Schools Initiative Strategic Plan.
- Publicly recognize school and program successes, including through national presentations and white papers.
- Review application and reporting for MWS and revise as needed.
- Expand outreach to support recruitment and provide opportunities for populations currently not served by the program.
- Expand the arts education portfolio.
- Provide training to teacher’s assistants.

**Strategy 6:**

◆ **Create an ongoing process for auditing MAC websites for accessibility, readability, navigability, and develop plans for redesign when appropriate.**

## **GOAL 2** | **Celebrate excellence in the arts while empowering communities to tell their own stories.**

### **Strategy 1:**

- ◆ **Continue to raise awareness of Mississippi’s artistic legacy and the ongoing development of the arts in the state.**

#### **Tactics:**

- Continue to produce the annual Governor’s Arts Awards program.
- Continue to produce and manage the existing special initiatives that bring awareness to the arts, including the Mississippi Writers Trail, Mississippi Folklife and the Mississippi Folklife Directory.
- Research the possibilities of new programs, as appropriate.
- Use MAC’s online platforms to share stories about the state’s artists and cultural traditions.
- Improve the MAC website so that it is fully accessible to all constituents, as noted in Goal 1.
- Work to expand the reach of the “Arts Hour” radio program by offering more diversity in guests by region and arts discipline.
- Empower artists and arts organizations in telling their own stories, i.e., promote the use of the public relations toolkit provided to all grantees in the Steps to Managing Your Grant Guide.

### **Strategy 2:**

- ◆ **Demonstrate the story of artistic excellence in Mississippi by highlighting the achievements of individual artist grantees and other honorees.**

#### **Tactics:**

- Develop new strategies for getting the word out about recent artist grantees.
- Work to develop programming that will highlight grant recipients in different ways.
- Gather and creatively tell artist stories across multiple media platforms to illustrate excellence.
- Continue to promote the Folk Arts Apprenticeship program through the Apprenticeship Showcases.

## **GOAL 3** | **Maximize support and capacity for MAC's programs and initiatives.**

### **Strategy 1:**

#### **◆ Submit and manage state and national funding requests.**

##### **Tactics:**

- Continue to improve the agency's internal processes related to the annual legislative funding request.
- Work to improve the agency's internal process for completing the annual federal grant application with NEA.

### **Strategy 2:**

#### **◆ Increase and diversify the agency's funding.**

##### **Tactics:**

- Find ways to increase and strengthen individual and corporate support of the Governor's Arts Awards program.
- Look for opportunities to develop relationships with regional and national funders whose interests dovetail with current MAC initiatives.
- The executive director and commission will work to fully fund the Arts Endowment Fund at the Community Foundation for Mississippi.

### **Strategy 3:**

#### **◆ Build staff capacity to accomplish organizational goals and reflect Mississippi's rich cultural diversity.**

##### **Tactics:**

- Maintain the commitment to ongoing staff performance reviews.
- The executive director will collaborate with each staff member to identify potential professional development opportunities.
- MAC leadership will provide ongoing team building opportunities to foster a collective approach to meeting goals.
- Fill open staff positions with an eye toward representing state demographics, reaching out to a wide variety of sources for job postings.
- Identify gaps in staffing and advocate for new positions as needed. ADA compliance coordinator and leadership will work together to increase awareness, provide training, requirements, etc.

## **GOAL 4** | **Advocate for the Arts through collaboration at the state, regional, and federal levels.**

### **Strategy 1:**

- ◆ **Keep state and national elected officials apprised of and conversant with the agency's work.**

#### **Tactics:**

- MAC leadership will build relationships with state and national elected officials.
- Inform grantees of the importance of connecting and informing their representatives about their work and provide resources.
- Provide data as requested to grantees and elected officials on the impact of the arts in the state.

### **Strategy 2:**

- ◆ **Provide support to local arts groups and other state leaders in arts advocacy efforts.**

#### **Tactics:**

- Partner with Mississippi organizations and individual advocates to produce the annual Arts Day at the Capitol event.
- Provide learning opportunities for artists, nonprofit leaders, and volunteers to improve their storytelling skills.
- Provide information on MAC's grants to statewide advocates
- Support and empower other collaborators to actively participate in national advocacy efforts led by Americans for the Arts, Creative States Coalition, SouthArts, and National Assembly of State Arts Agencies (NASAA)

### **Strategy 3:**

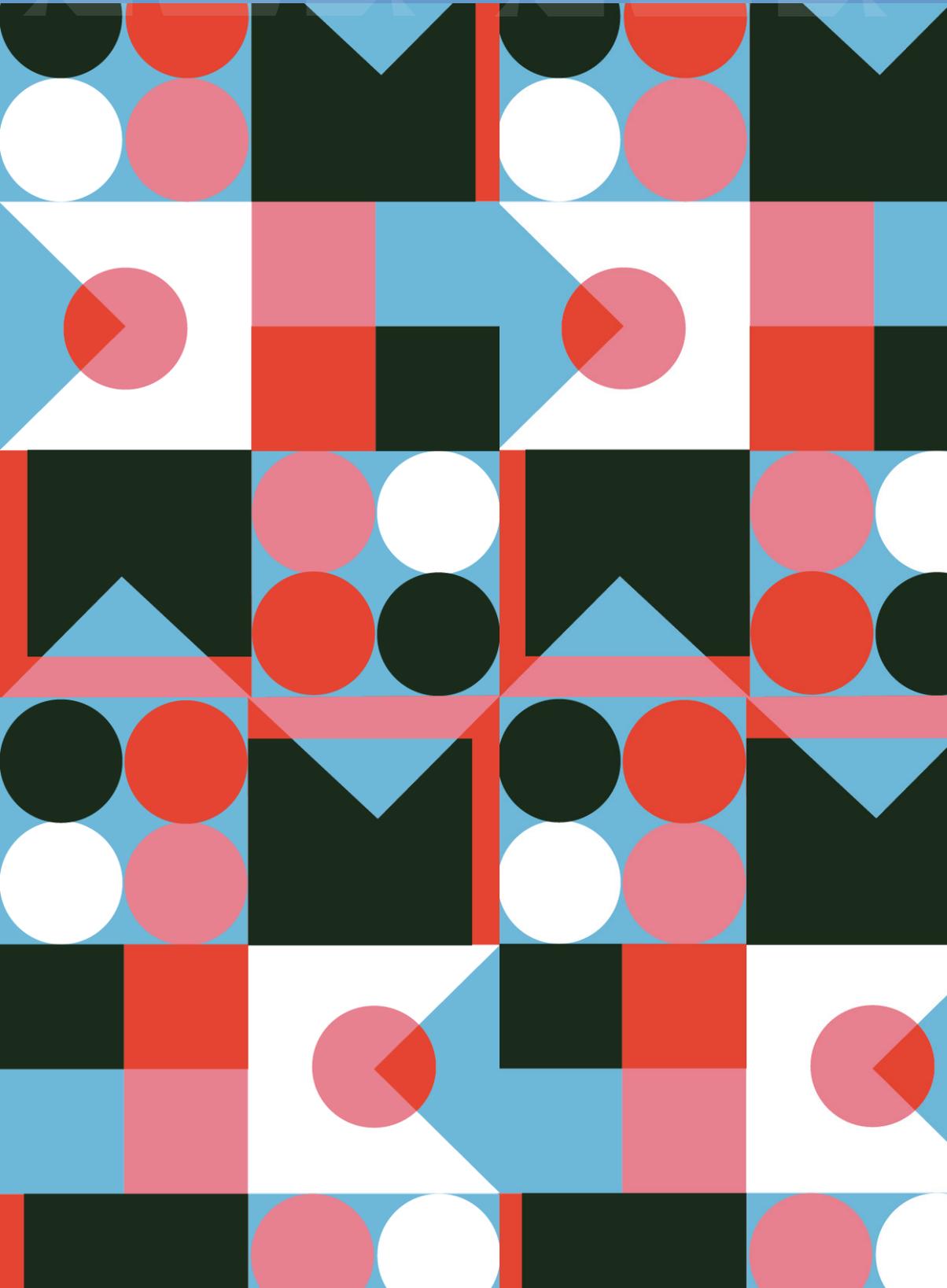
- ◆ **Communicate and highlight arts education accomplishments in MAC's advocacy efforts.**

#### **Tactics:**

- Maintain relationships with state art advocacy partners.
- Improve lines of communication to increase school interest and teacher access to lesson planning.
- Communicate the positive impact of arts education experiences for students.
- Illustrate the positive impact and value that MS artists and their work add to our state to build public awareness.

The Mississippi Arts Commission is funded annually by the Mississippi Legislature, the National Endowment of the Arts, and private funds by art supporters.







**Mississippi Arts Commission**

501 North West Street, Suite 1101 A  
Jackson, MS 39201

601-359-6030

[arts.ms.gov](http://arts.ms.gov)